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**METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE  
MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES**

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**Abstract**

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A system and method is disclosed for customer promotion. A terminal enters a customer's identification code, along with customer transaction data, at the point-of-sale. A memory stores a database of previously entered customer identification codes and transactions data. Circuitry is provided for generating a signal representative of a customer's shopping history, wherein incentive coupons may be issued to customers in dependence upon the signal.

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